



OSTP Open Government Plan

Version 2.0

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Message from OSTP Director John P. Holdren

I am pleased to present this updated Open Government Plan for the Office of Science and Technology Policy (OSTP), which reviews past accomplishments and summarizes new initiatives in a domain of great importance to the Obama Administration and this office: the assurance of transparency, participation, and collaboration in governance and policy making.

Openness has long been a core tenet of American science and technology—crucial to the steady stream of advancements in health, energy, education, environmental sustainability, and national security that have made this Nation a global leader. From his first day in office, President Obama has recognized this important truth and has supported the notion that innovation blossoms best in an environment where ideas are shared freely and ingenuity from a wide array of contributors is encouraged. OSTP is committed to embracing and cultivating this proven approach to ensuring scientific, technological, and social progress.

Of course, such a commitment is meaningless without the participation of the public. So I encourage you to read the plan, along with those of the other departments and agencies throughout the executive branch, and see for yourself—and indeed involve yourself in—the many ways that open government is working in America today.

John P. Holdren

Director, Office of Science and Technology Policy

Introduction

Established on May 11, 1976 (pursuant to Public Law 94-282, the National Science and Technology Policy, Organization, and Priorities Act of 1976), the White House Office of Science and Technology Policy (OSTP) is an office within the Executive Office of the President and has a threefold mission:

- Provide the President and his senior staff with accurate, relevant and timely scientific and technical advice on all matters of consequence;
- Ensure that the policies of the Executive Branch are informed by sound science;
- Ensure that the scientific and technical work of the Executive Branch is properly coordinated so as to provide the greatest benefit to society.

To further this mission, OSTP works closely with the Office of Management and Budget (OMB) to review and make recommendations on research and development budgets for all Federal agencies; manages the National Science and Technology Council (NSTC), which coordinates research and development efforts that cross Executive Branch department and agency lines; and coordinates the implementation of a number of important international science and technology agreements.

Organized into four divisions (Science, Technology, Environment and Energy, and National Security and International Affairs), OSTP is led by a Director, who also serves as the Assistant to the President for Science and Technology and co-chair of the President's Council of Advisors on Science and Technology (PCAST), a Federal Advisory Committee. The Director is nominated by the President and confirmed by the U.S. Senate. Each of OSTP's four divisions is headed by an Associate Director who is also nominated by the President and confirmed by the U.S. Senate.

In addition, OSTP houses the U.S. Chief Technology Officer (CTO). President Obama created the position of U.S. CTO on his first day in office, noting that many in government and corporate leadership roles have long recognized the value of having a person responsible for ensuring that technology is being used as effectively as possible to gain operational efficiencies and ensure

internal coordination and communication. The U.S. CTO is responsible for ensuring the adoption of innovative technologies to support Administration priorities, including job creation, broader access to affordable health care, enhanced energy efficiency, a more open government, and national and homeland security. The CTO also serves as an Assistant to the President. The CTO and OSTP's Technology Division work together to oversee the White House Open Government Initiative in collaboration with other offices within the Executive Office of the President.

Further information about OSTP can be found on the Web at www.whitehouse.gov/ostp.

Status of the OSTP Open Government Plan

OSTP released its inaugural Open Government Plan in 2010. That plan followed the instructions promulgated by the Office of Management and Budget and laid a foundation for the open government efforts of OSTP. Much work has been done to implement the Open Government Plan through the three core principles of open government – transparency, participation, and collaboration. The following sections identify work accomplished in support of these principles and specific actions taken to complete toward our flagship initiatives.

The Core Principle of Open Government – Transparency

Transparency in government is an essential element of democracy, fostering accountability and trust in the institutions of government while catalyzing innovation. OSTP has been a leader in promoting transparency in government by identifying and encouraging the adoption of policies and technologies that facilitate public access to the workings of government.

OSTP Open Data

In version 1.0 of OSTP’s Open Government Plan, the “OSTP in the Open.” initiative was announced. The purpose of OSTP in the Open is to not simply inform a wide audience inside and outside government about OSTP and what we do. It is to also learn from the innovators, entrepreneurs, scientists, and concerned citizen who with us will help shape science, technology, and innovation policy for the years ahead. Much of that exchange is accomplished through OSTP’s website, which features a staff directory of everyone at OSTP and a publicly accessible inbox, open@ostp.gov. More recently, OSTP has enhanced the ability to interact with OSTP staff via Twitter. OSTP has a Twitter account (@whitehouseostp), and you can write to us about this plan using the hashtag #OPENOSTP.

OSTP’s “data” are found in many different formats. OSTP reports, articles, testimonies, press releases, and other documents since the start of the Obama Administration are posted regularly on our website’s Resource Library (www.whitehouse.gov/ostp/library) and Pressroom (www.whitehouse.gov/ostp/pressroom). As required by the Open Government Directive, OSTP

has also published on Data.gov new high-value data sets pertaining to Federal spending on R&D that resulted from our inter-agency collaborations.

Among the datasets OSTP initially published were:

- A decade's worth of data on investments in innovation coordinated through the National Nanotechnology Initiative (NNI)
- Aggregated Federal R&D investments in networking and information technology coordinated through the National Coordination Office for NITRD—Networking and Information Technology Research and Development.
- Interagency investments in climate research and observations coordinated through the U.S. Global Change Research Program (USGCRP).

More recently we published a large dataset related to science, technology, engineering, and math (STEM) education, compiled by the National Science and Technology Council's Committee on STEM Education (CoSTEM), which coordinates STEM education efforts at 13 Federal agencies. The dataset includes information about the objectives, audience, funding levels, measured outputs and outcomes, and web presence of 252 STEM education investments. The data are helpful in a myriad of ways. First, the public can help analyze the range of Federal investments in STEM education. Second, researchers and project leaders can review the dataset to contextualize new funding opportunities. Third, students, teachers, and others in education can search for ways to supplement their work in STEM areas. Finally, other users may use it to learn more about mission-specific STEM expertise residing in various Federal agencies.

The National Ocean Policy's Framework for Effective Coastal and Marine Spatial Planning calls for the development of a robust information management system to allow easy access to and transparency of data and information necessary for coastal and marine spatial planning.

Successful planning requires the synthesis of a broad range of data and information about ocean, coastal, and Great Lakes environments and the way people use these environments. To fit these needs, the National Ocean Council teamed with the [Data.gov](https://data.gov) initiative to create ocean.data.gov, an open and accessible website that houses and references a wealth of information and tools available to support ocean planning efforts.

All of OSTP's data can be found at

<http://www.data.gov/list/agency/17/168/catalog/raw/page/1/count/50>.

Compliance Initiatives

OSTP aims to serve as a model office for complying with policies, directives, and other guidance that reflect the Federal government's commitment to open government and transparency. This goal is reflected in the following ongoing activities that are ongoing at OSTP:

- **Transparency Platforms:** Because OSTP is a small office within the Executive Office of the President, our contracting is managed under the umbrella of the Office of Administration (OA), which files spending reports via USASpending.gov and IT.USASpending.gov (which tracks the subset of technology spending). Also, because our function is to provide advice and not to award grants or contracts or provide services, we do not spend Recovery Act funds and therefore do not participate in Recovery.gov (although the staff of OSTP is required to be compliant with the lobbying restrictions related to the Recovery Act). While we do not promulgate rules, we often publish requests for comment in the Federal Register in connection with our work, as well as inviting response via Regulations.gov. As the home of the Open Government Initiative, we have partnered with OMB in the creation of all of these transparency platforms supporting government-wide transparency.
- **Freedom of Information Act (FOIA):** OSTP is proud of its record of responsiveness with regard to FOIA. Indeed, when the House Committee on Oversight and Government Reform released its March 2012 "Report Card on Federal Government's Efforts to Track and Manage FOIA Requests," OSTP scored an A+. OSTP aims to respond promptly (within 20 working days) to all FOIA requests submitted by the public. As part of the Administration's ongoing commitment to open government and transparency, OSTP issued proposed FOIA regulations on May 9, 2012, to further improve OSTP's FOIA-related service and performance.

To assist the public, OSTP provides specific instructions on its website regarding how to make FOIA requests. OSTP receives requests for a wide spectrum of documents, including

self-searches for a requester's name. Every FOIA request received by OSTP is logged and assigned an internal control number. At the end of fiscal year 2011, OSTP had reduced its backlog to only four requests, all of which were received in the final weeks of the fiscal year. Further information regarding OSTP's FOIA efforts can be found at www.whitehouse.gov/ostp/library/compliance/foia.

- **Congressional Requests for Information:** Senate-confirmed OSTP officials regularly receive invitations to testify before the U.S. Congress. OSTP also regularly receives requests from the U.S. Congress for information regarding OSTP and its activities. To facilitate the handling of these Congressional requests, OSTP's primary point of contact is its Assistant Director for Legislative Affairs. OSTP regularly posts on its website the prepared testimony of its officials who testify before Congress. Testimony can be found online at: <http://www.whitehouse.gov/administration/eop/ostp/library/test>.
- **Declassification Programs:** OSTP has a process-oriented information security program. There is one original classification authority within OSTP – our Director. There were no new original classification decisions in FY 2011, although there were derivative classification decisions. When appropriate, decisions are made to release documents that can be declassified and made public. More information on OSTP's compliance guidelines can be found here: <http://www.whitehouse.gov/administration/eop/ostp/library/compliance>.

Transparency Flagship: The R&D Dashboard

The E-Government Act of 2002 requires the tracking of data and the maintenance of a repository of information on how the government invests in R&D. Building upon the successful experience tracking government contracts under USASpending.gov and IT.USASpending.gov, and in a manner harmonized with the Administration's efforts to improve the transparency and usability of Federal spending data, OSTP launched a prototype "R&D Dashboard" that enables the public to track, visualize, and analyze R&D spending data (rd-dashboard.nitrd.gov). We have also supported, in addition to the R&D Dashboard, related prototype efforts by two coordinating bodies supported by OSTP, the National Nanotechnology Initiative (<http://nanodashboard.nano.gov/>) and the National Coordination Office (NCO) for Networking

and Information Technology Research and Development (NITRD; <http://itdashboard.nitrd.gov/>). Unlike IT.USASpending.gov, which can draw upon the Form 300 that Federal CIOs regularly file with OMB in connection with outlays of money for technology, there is no single form, index, classification system, or harmonized reporting mechanism that tracks these data, and no consensus on what data to track. Developing an accurate and comprehensive tracking system will be challenging, but we are experimenting with efforts to make the appropriate data available. Over the coming year, we will continue to build on the R&D Dashboard prototype with active participation by stakeholders, to explore fundamental changes in how data on R&D are made available to the public. As in other areas included in the push for greater transparency, the emphasis will be on testing models for making R&D-related data from contributing agencies available in ways that are secure, interoperable, and usable by a wide array of potential users. Efforts in this area will be coordinated with plans in closely related areas such as USASpending.gov and Data.gov.

The Core Principle of Open Government – Participation

OSTP has been at the forefront of participatory policymaking in the Executive Branch. In his January 21, 2009 *Memorandum on Transparency and Open Government*, President Obama directed the Chief Technology Officer (CTO) to issue recommendations for creating a more transparent, participatory, and collaborative government. To that end, OSTP, together with its partners in the White House Open Government Initiative, solicited expertise from across the United States by running a three-phase public consultation (brainstorm, discussion, drafting) process. This complemented an earlier online brainstorming with government employees, numerous face-to-face events around the country, and dozens of submissions received via electronic mail and posted to the White House Open Government Initiative website (www.whitehouse.gov/open). This “open policymaking” experiment has since been improved upon and institutionalized in practice across the Executive Branch. For example, OSTP solicited public comment in late 2009 through January 2010, and again in 2012, on public access to the results of federally sponsored research in peer-reviewed scientific journals. And, as part of the Council on Environmental Quality's (CEQ) broad efforts to modernize and reinvigorate Federal agency implementation of NEPA through innovation, public engagement, and transparency,

CEQ issued a solicitation to members of the public and Federal agencies in March 2011, inviting the public to nominate projects employing innovative approaches to completing environmental reviews more efficiently and effectively.

Other Public Outreach and Communications Efforts

OSTP staff members regularly participate in conferences, workshops, and meetings; give interviews to broadcast, print, and online media; meet with school groups; and write articles and op-eds. Our public communications are coordinated through the Office of Strategic Communications, headed by Rick Weiss, a former science writer for the Washington Post and a tremendous advocate for open government. As a matter of policy, OSTP staffers are encouraged to talk openly with the media and the public about their work, in coordination with the Office of Strategic Communication.

Twitter provides a unique channel for interacting with the American public. Since August 2009, OSTP's cadre of followers has dramatically grown, and we now have more than 282,000 followers for WHITEHOUSEOSTP and more than 453,000 followers for OPENGOV, up from 30,000 and 37,000, respectively, two years ago. OSTP frequently tweets about science and technology fun facts, interesting news items, and OSTP activities. We also use Twitter to direct people to blog postings, video feeds, and other Web destinations that fit within OSTP's portfolio and that our followers may find interesting. OSTP has also used Twitter as a direct line of live communication during events, such as during Astronomy Night on the White House Lawn (where a TwitPic was also tweeted), the launch of the STEM initiative "Educate to Innovate," and the White House Science Fair, and the Director of OSTP recently participated in a NASA-sponsored "tweet up" at the Udvar-Hazy air and space museum.

Public Participation in Drafting this Plan

We believe that public involvement is key to policymaking, and OSTP has been at the forefront of giving the public the opportunity to help frame policy. The creation of this plan is no different. We welcome input about his plan via open@ostp.gov and you can tweet comments to @whitehouseostp, using the hashtag #OPENOSTP.

Participation Flagship: Participatory PCAST

PCAST is an advisory group of the Nation’s leading scientists and engineers, appointed by the President to augment the science and technology advice available to him from inside the White House and from cabinet departments and other federal agencies. PCAST is consulted about and often makes policy recommendations concerning the full range of issues where understandings from the domains of science, technology, and innovation bear potentially on the policy choices before the President.

OSTP has long been webcasting PCAST’s meetings, which occur every other month, with webcast participation now reaching the hundreds of thousands. (See Appendix A for a breakdown of webcast and archive views by month.) Our Open PCAST consultation for Advanced Manufacturing provided the report authors with valuable feedback and material for inclusion. We have experimented, and will continue to experiment, with the use of innovative technologies to make PCAST as participatory as possible—and hence as broadly informed as possible with regard to the science and technology topics on which it must advise the President. You can find more information about PCAST at www.whitehouse.gov/ostp/pcast.

Participation Flagship: Geeks for Wonks

OSTP wants to connect students with strong technology backgrounds with government agencies that have new projects in need of technical help. For this purpose, OSTP is working with the academic community to launch “Geeks for Wonks”—a listserv linking academic institutions that work on designing civic technologies with agencies that have policy and programming project needs. Although not a substitute for procuring professional-grade software and services, working with students can allow agencies to begin version 1.0 of important projects they might otherwise never undertake. Our goal is to complete this project by 2014.

Participation Flagship: “Bullet Point Boot Camp”

The “Bullet-Point Boot Camp” was launched to provide ongoing advice to the public about how to provide us feedback and advice that has the greatest chance of being understood and acted upon. The goal was to make citizen participation a more effective experience. This effort has

been folded into our S&T Expert Networking commitment to create the ExpertNet public consultation, described in the Collaboration section of this report.

Participation Flagship: 21st Century Grand Challenges

The Obama Administration believes that the pursuit of Grand Challenges – an important element of President Obama’s Strategy for American Innovation – can:

- Help solve important economic and societal problems;
- Serve as a “North Star” for high-impact, multi-disciplinary collaborations between government, industry, universities, non-profits, and philanthropists;
- Create a foundation for the industries and jobs of the future;
- Capture public imagination and increase support for public policies that foster science, technology, and innovation; and
- Inspire the next generation of scientists, engineers, and entrepreneurs.

That’s why OSTP released a Request for Information (RFI) that asked the public to articulate how the Nation can harness science and technology to address the “grand challenges” of the 21st century. Submissions were due April 15, 2010, shortly after we released the version 1.0 of our Plan. One of the more compelling ideas that emerged from this process was the goal of dramatically reducing the cost of and the time needed to discover, manufacture, and deploy advanced materials. Advanced material systems will be crucial to achieving global competitiveness in the 21st century and will serve as fundamental building blocks for applications addressing many of the Nation’s most urgent needs. But new materials can take decades to make their way into commercial products. This RFI response informed the development of a new effort announced by the President in June of 2011 the Materials Genome Initiative (MGI) - a multi-agency effort to catalyze a new era of policies, resources, and infrastructure that support American institutions as they work to bring new, advanced materials from discovery to deployment in half the conventional time and at a fraction of the cost.

OSTP is continuing to do work in the area of Grand Challenges and will convene a conference on the topic on July 10th 2012. This conference will highlight progress the Administration has made on existing Grand Challenge initiatives and will recognize new commitments and actions

by Federal agencies, companies, philanthropists, universities, and non-profits to set and meet Grand Challenges.

The Grand Challenges RFI may be complete, but our work in this area has just begun and we look forward to further activities ahead.

If you are interested in getting involved, please contact the White House Office of Science and Technology Policy at challenges@ostp.gov.

The Core Principle of Open Government – Collaboration

The second core principle of open government is collaboration. OSTP is proud of its efforts in collaboration within OSTP, across agencies, and with non-governmental organizations, including our work in catalyzing prizes and challenges.

Within OSTP and Across Agencies

Within OSTP, each of the four divisions holds weekly staff meetings so that the entire staff is informed of the most important issues that colleagues are working on. In addition, staff is encouraged to go to staff meetings of other divisions. We also have brown bag lunch gatherings at which staffers talk about the issues they work on. In these ways, we are breaking down intra-office silos.

Interagency collaboration is the core of OSTP's work, and the office convenes a wide range of inter-agency working groups. One inter-agency collaboration tool used by OSTP is the National Science and Technology Council (NSTC). The NSTC, which is managed by OSTP and is responsible for coordinating science and technology policy across the Federal Government, has been reconstituted and revitalized And attracts the participation of high-level Federal leaders in science, technology, and innovation (ST&I). Council meetings are chaired by OSTP Director John Holdren and are attended, as required by Executive Order, by cabinet members from department and agencies with ST&I in their mission, and/or their designees. NSTC's Committee on Technology, chaired by Deputy CTO for Telecommunications Tom Power, is

advancing interagency cooperation on initiatives in global internet governance, privacy and internet policy, among other priorities. Its Committee on Environment, Natural Resources, and Sustainability, co-chaired by OSTP Assistant Director, At-Large and Principal Assistant Director of Environment, Steve Fetter, is providing renewed leadership and engagement for the U.S. Global Change Research Program, among other priorities. Its Committee on Science, co-chaired by Principal Assistant Director for Science Philip Rubin, is addressing significant national and international policy, program, and budget matters that cut across agency boundaries and provides a formal mechanism for coordination of all Federal efforts in science policy development and information exchange. The Committee on Homeland and Nation Security, chaired by OSTP Principal Assistant Director for National Security and International Affairs, Arun Seraphin, is considering the sufficiency and health of the national security S&T enterprise. And NSTC recently created a new committee: the Committee on STEM Education, which is linking efforts to advance the President's STEM-education initiatives government-wide. More information about the NSTC and a full list of committees is available at <http://www.whitehouse.gov/administration/eop/ostp/nstc>.

Prizes and Challenges

Over the past three years, the Obama Administration has taken important steps to make incentive prizes a standard tool for open innovation in every agency's toolbox. In his September 2009 Strategy for American Innovation, President Obama called on all agencies to increase their use of prizes and challenges to address some of our Nation's most pressing challenges. The Office of Science and Technology Policy has provided instrumental leadership and guidance in encouraging agency adoption of this approach..

In March 2010, the Office of Management and Budget (OMB) issued a policy framework to guide agencies in using prizes to mobilize American ingenuity and advance their respective core missions. In September 2010, the Administration launched Challenge.gov, a one-stop shop where entrepreneurs and citizen solvers can find public-sector prize competitions. To date, that site has featured more than 150 prize offerings from 40 agencies. The use of prizes in the public sector has expanded under the America COMPETES Reauthorization Act of 2010, which

granted all Federal agencies authority to conduct prize competitions to spur innovation, solve tough problems, and advance their core missions. Specifically, under the Act agencies may:

- conduct prize competitions that will “stimulate innovation that has the potential to advance the mission of the respective agency.”
- offer up to a \$50 million prize without further consultation with Congress.
- solicit and accept private-sector funds to support a prize purse or the competition’s design and administration.

The General Service Administration (GSA) has launched a new contract vehicle to dramatically decrease the amount of time required for agencies to tap the private-sector expertise that can be so critical to early success. And a new government-wide Center of Excellence for Collaborative Innovation, led by NASA, is providing guidance to agencies on the full lifecycle of prizes, from design through implementation to post-prize evaluation. OSTP has been actively supporting agencies as they have begun to ramp up their nascent efforts to use prizes and challenges.

Finally, as noted in OMB’s March 2010 Memorandum, agencies can consider conducting prizes under other authorities such as agency-specific authorities; procurement authority such as that provided by the Federal Acquisition Regulation (FAR); authority to award grants, participate in cooperative agreements, or both; and authority related to the “necessary expense” doctrine, among others.

For more information on the prize authority in the America COMPETES Reauthorization Act, please see the Fact Sheet and Frequently Asked Questions developed jointly by policy and legal staffs of OSTP and OMB.

[Collaboration Flagship: Science and Technology Expert Networking](#)

Our commitment to openness means more than simply informing the American people about how decisions are made. It means recognizing that government does not have all the answers and that public officials should draw on what citizens know. This is especially true in the fast-moving arena of science and technology. Over the past decade, the world has seen a dramatic increase in the pace, complexity, and social significance of technological changes, demanding public input and opinion as new policies are created to address these changes. At the same time,

technological advances in information technology and related domains has opened up new channels to facilitate such collaboration and networking.

In OSTP's version 1.0 Plan, we committed to working to develop an expert networking system to help connect policymakers with citizens through, for example social networking technologies, which in recent years have simplified the process of connecting people for communication and collaboration. In December 2010, the General Services Administration (GSA) and the White House Open Government Initiative solicited public feedback on a platform design we called "ExpertNet." The ExpertNet Wikispaces comment period received 874 comments and ideas, most of which related to the following three themes:

- Ensure that the goals of ExpertNet are clearly defined. The ExpertNet platform should have a clear vision as to what it seeks to accomplish, and government decision-makers who ask questions on the platform should have a precise understanding of what they want from their consultation.
- Eliminate barriers to the involvement of government officials in online consultations. Government officials need to be involved in online consultations, but are often reluctant to reveal their thought processes early in brainstorming phases. These barriers need to be examined and overcome since they are major deterrents for participants, who are often frustrated by lack of feedback.
- Consider the relative merits of platform creation vs platform extension . A decision needs to be made as to whether the ExpertNet platform should be built from scratch or adapted from an existing platform.

Throughout the consultation, Administration officials updated the public on some of the best ideas and opinions that were received and on anticipated next steps, with the number of unique visitors to the ExpertNet Wikispaces site in each instance increasing after each communication with the public. In addition, 196 users interacted in a capacity other than just reading the wiki – including joining the ExpertNet Wikispaces community, writing a comment in the discussion forums, or editing the wiki draft.

We also found that although many users wrote comments, participation was top heavy; the top 20th percentile of commenters wrote 71 percent of all comments, and the most active commenter wrote 17 percent of the comments. This is in line with the Pareto Principle (or the 80/20 principle), which posits that 80 percent of the “work” is typically done by 20 percent of participants—a challenge to the goal of broadening participation and collaboration through open government tools.

Finally, we were guided by several key ground rules of consultation that we believe will be key to ExpertNet’s successful implementation:

1. The perfect is the enemy of the good. We will not build the perfect tool without experience. Indeed, the ExpertNet platform may not ultimately be a single platform that is built by the government, but a set of ideation platforms that agencies can use to suit their mission and needs.
2. Participation must be easy. Any system we design must not be overly structured or constrained. Any member of the public is a potential expert with educational, experiential, or situational know-how. In addition to recognized academic leaders, experts include those who are deeply immersed in a field such as graduate students, industry, field practitioners and those passionate enough about a topic to devote thoughtful time to working on a problem.
3. Self-selection can identify valuable, previously unknown, expertise. The government will not choose experts. People with relevant expertise must be able to participate through self-selection.
4. Expert selection and engagement must be carried out in accordance with applicable legal requirements.
5. Good questions produce good answers. Unfocused questions lead to unfocused answers. In order to receive constructive input, we must design a process that encourages tough, carefully framed questions.
6. Innovation requires experimentation. Asking good questions is hard. Therefore, the ExpertNet platform will be a work in progress, and will become a better tool once we have input from the public, partners in civil society, and colleagues in government.

7. We are not building Facebook. ExpertNet is not a social or professional network.
8. Interdisciplinary is good. We want to reach diverse experts from a variety of backgrounds to maximize the opportunity of receiving innovative ideas.
9. Calling all cars. We are not trying to identify “the top experts.” Rather, we want to provide a mechanism for people with interest in a topic to find opportunities to participate. Therefore, one need not be a certified expert in a field in order to contribute meaningfully to the network.
10. Meaningful, relevant feedback is important. This platform is being designed to elicit opinions that are evidence-based, manageable, relevant, and peer-reviewed. In this way, a template will be provided to experts in order to elicit short and structured responsive memos (i.e., a Bullet Point Boot Camp-style memo).
11. You are who you say you are. For online purposes, government does not actively seek to know or verify online participants out of respect for privacy and in the hopes that the community will self-regulate. Participants may choose to reveal voluntarily details about themselves when registering for the community and by making their profiles public.
12. No tool substitutes for real collaboration. Citizen participation demands government participation, so government officials must actively participate in each consultation for the public to trust in the relevance of the process. To demonstrate that public feedback is vital for sustaining public engagement and interests, government officials must actively collaborate and the system should define their role clearly.

While these ground rules continue to guide us, our vision for ExpertNet has evolved over the months based on recent experimentation with existing platforms and innovations already in the marketplace. For example, in December 2011, former CTO Aneesh Chopra was one of the first White House officials to use Quora as an official channel for receiving feedback. Over the next year we will continue to experiment and test different platforms, continue to consult civil society groups, and scale what is likely to be a “network of networks” for decision-making for the 21st century.

OSTP Open Government Plan – 2012 and Beyond

OSTP continues to lead or co-lead many high-priority Administration initiatives, including the U.S. Open Government National Action Plan, Startup America, the Advanced Manufacturing Initiative, and several efforts to enhance science, technology, engineering, and mathematics (STEM) education—all of which directly or indirectly depend on the ongoing commitment to open government at OSTP.

New Initiatives for 2012-2013

In this revised Open Government Plan, we commit to complete one flagship initiative and two other initiatives building on our open data efforts.

Flagship Initiative: U.S. CTO-led Data Initiatives

A large part of the job of the Federal CTO is to help government liberate data in order to spur innovation and entrepreneurship. As an example of the economic and social potential of such efforts, consider what happened when the National Oceanic and Atmospheric Administration (NOAA) began making weather data available for free electronic download by anyone, or when the Federal Government made data from its global positioning satellite systems available to the public. From the Weather Channel to today's ubiquitous automobile and hand-held navigation systems, entrepreneurs utilized these data to generate billions of dollars in annual economic value. The Office of the CTO will harness this model, and the one blazed by the Department of Health and Human Services's (HHS) Health Data Initiative, in order to scale this public benefit across multiple priority sectors including energy, education, safety, nonprofit/social innovation, and personal finance. In brief, the model is as follows:

1. The CTO and OSTP, in consultation with others, determines what initial government-held and industry-held data can be made available rapidly and in computer-readable form;

2. Approximately 40 leading innovators and entrepreneurs are gathered together in a kickoff summit to brainstorm categories of applications and services that could be built with these data and to help prioritize data sets to be made available;
3. The initial data are made available, and entrepreneurs and innovators are challenged to build the brainstormed apps and services (and more) in 90 days;
4. Ninety days later, OSTP/CTO hold a high-profile public “datapalooza” that showcases the best products, services, and features built using the liberated data—inspiring data owners to liberate more data and entrepreneurs to build more new products;
5. OSTP/CTO executes and encourages other organizations to execute additional competitions and meet-ups that trigger development of new innovations powered by the rising tide of open data; and
6. Continue to liberate additional data as new fuel for innovation.

Over the next year, we will launch:

- *An Education Data Initiative*, making available remarkable government data resources such as a new database of higher education outcomes measurements (e.g., loan repayment rates, starting salaries, etc.) for career-oriented college programs. We will also launch a *Red Button* effort that will encourage schools to enable students to securely download electronic copies of their own transcript and assessment data. This newly available cache of open data could enable the development of everything from personalized virtual tutorial offerings to much-improved online services that help students and their families make the best possible choice of which college to attend, based on cost and outcomes.
- *An Impact Data Initiative* in collaboration with the White House Office of Social Innovation, focused on liberating significant amounts of information about the nonprofit sector collected by the Federal government, including performance and outcomes. Innovators will use these data to build or upgrade applications and services that help drive more informed charitable giving, improved service delivery, and stronger communities. Examples could include tools that allow consumers to

better evaluate nonprofits and make donations accordingly or services that help philanthropists make smarter investments.

- An expanded version of our recently launched *Safety Data Initiative*, that will make available a vast array of computer-readable data sets ranging from roadway-hazard maps to product-safety data to accident-incidence information. The goal will be to encourage the development of products that help first responders, workers across industries, and citizens make informed decisions about their safety and the safety of others. Cities and states will be active partners in this Initiative, liberating data that are complementary to Federal data sets. This wide range of data can contribute to everything from applications that help emergency responders plan optimal routes to ones that help consumers choose products with the benefit of comparative safety information.
- An expanded version of our *Green Button* program, which promotes utilities giving customers the ability to securely download their own energy usage data. This could fuel new services that can help consumers and businesses manage their energy use and reduce their utility bills. Making energy-related data collected by the U.S. Government available can further spur innovation. For example, making the National Building Performance Database (which contains the energy performance of a growing number of buildings, including usage before and after retrofits) available will enable the financial industry to create standard instruments for financing retrofits, which would reduce energy-efficiency financing costs. Similarly, making the EnergyStar Qualified Product database downloadable—which has the energy performance of 60,000 appliances and IT products—can jumpstart new online comparison services that will help consumers buy the most energy-efficient products.

We will also explore launching an initiative involving financial institutions and government agencies to give consumers the ability to securely download electronic copies of their own personal financial data. This initiative could help Americans make better financial choices—a linchpin for family economic security. Imagine an interactive tool that helps you determine how

much you can really afford when buying a home. Or, a mobile phone that gently reminds you to stick to your savings goals. The bottleneck to growth of these kinds of services is access to the data needed to deliver automated, personalized advice. In short, data can help consumers take control of their financial lives.

Promote Smart Disclosure in New and Innovative Ways

Smart Disclosure is an innovative policy tool to help consumers make better informed decisions. Smart Disclosure refers to disclosure of the information consumers need to make informed decisions in machine readable data formats, in order to fuel the creation of interactive tools for consumers. Smart Disclosure is now being used in a variety of consumer sectors, including health, education, personal finance, energy, transportation, and telecommunications.

A Task Force on Smart Disclosure was established under the National Science and Technology Council (NSTC) in order to recommend approaches that Federal entities can take to facilitate the Smart Disclosure of data about consumer markets. The Task Force has been incredibly busy since its establishment. When the Administration's Smart Disclosure initiative began in 2011, the concept of Smart Disclosure was nascent. Now dozens of Smart Disclosure initiatives have been announced and more are under developed, covering the major consumer sectors, including health, education, personal finance, energy, transportation, telecommunications, and more. With the help of the Task Force, the Office of Information and Regulatory Affairs (OIRA) released guidance in September 2011 that provided guidance to agencies encouraging them to use Smart Disclosure. It undertook extensive research on smart disclosure initiatives already underway, and has made significant progress on promoting a person's access to his own data in Smart Disclosure format, in the commercial, personal finance, education, health, and energy sectors.

Going forward, innovators inside and outside government face a great opportunity to realize the full potential of Smart Disclosure, and we will work to help empower consumers to make better choices. Therefore, in the next year, we will promote Smart Disclosure in new and innovative ways, including by supporting the NSTC Task Force on Smart Disclosure as it issues recommendations on additional ways that agencies can support Smart Disclosure initiatives, and through the soon-to-launch Smart Disclosure community on data.gov.

Launch the Presidential Innovation Fellows Program

The Presidential Innovation Fellows program is a new initiative that will partner top innovators from inside and outside the Federal government to work collaboratively to develop and implement game-changing solutions that realize significant business results in just six months. Each team of innovators will work in Washington, D.C., while also leveraging a broader community of interested citizens throughout the country. What makes this initiative unique is its focus on unleashing the ingenuity and know-how of Americans from every sector, whether they have backgrounds in government, the private sector, non-profits, or academia.

We will help launch five projects that in summer 2012, each with straightforward goals: improving the lives of the American people by saving taxpayer money and fueling job creation.

New Initiatives for 2013-2014

In this revised Open Government Plan, we commit to complete two initiatives that focus on the President's National Action Plan and expanding the capacity in the Federal Government for open government.

Lead Implementation of the U.S. Open Government National Action Plan to Completion

As one of the principal authors of the U.S. Open Government National Action Plan, we are committed to monitoring and shepherding all 26 commitments to completion. This is an ambitious undertaking. Many White House Offices, Federal agencies, stakeholders, and citizens have equities and opinions in how best to implement each initiative. Also, we are committed to writing a status report on implementation of the National Action Plan to be released in 2013. Finally, we are continuing to help the Open Government Partnership (OGP) create a strategic planning and governance structure for OGP's continued success, which will help put OGP on solid ground for the future.

Launch version 2.0 of the Presidential Innovation Fellows Program

Future iterations of the Presidential Innovation Fellows program will draw on the lessons learned and the ideas tested during the program's initial projects.

Conclusion

This plan is OSTP's proposal for how we can become more effective at what we do, and is therefore a document that will evolve as we receive feedback. We invite you to comment on, and contribute to, this plan. Tell us what you like, what's missing, and what we can do better. We ask you to consider the questions we have asked ourselves in the creation of this plan:

- How can we create a more open and transparent OSTP?
- How can we facilitate manageable and useful participation in the work of OSTP?
- How can we foster collaboration to achieve the goals we have laid out?

We are committed to completing the initiatives in this Plan – and more – over the next two years and over the long term, and to working with the public to perform our job on behalf of all citizens in an open and collaborative way.

Appendix A

As of 5/06/12, the number of live stream and archived views of PCAST meetings are as follows:

01/07/10	78	230
03/12/10	41	193
05/21/10	20	695
07/16/10	73	164
09/02/10	45	988
11/04/10	38	947
01/07/11	76	934
03/08/11	85	082
05/19/11	120	225
07/15/11	188	479
09/16/11	113	073
11/02/11	18	271
01/06/12	262	470
02/07/12	243	117
03/09/12	159	943